

## Un-Conference: Web Metrics News and Issues, 4/28/2010

1. **Persistent Cookies**—We noted Vivek Kundra's statement in the Plenary session about a new Federal cookies policy being issued "in a month, maybe" and assume the emphasis in that phrase was on the fourth word. In particular, Kundra noted influence of Privacy advocates in developing the policy.
2. **Google Analytics**—We noted there are Federal Terms of Service for GA, and reminded attendees to go through their Department/Agency apps.gov Point of Contact to secure services. We also discussed several issues to consider in evaluating GA as an enterprise web metrics product/service by Federal Agencies:
  - **Who owns your data?** With GA, Google does. Does this matter? Are you comfortable with the Terms of Service with respect to what Google can do with your data?
  - **Are their problems with GA "sampling" high-traffic sites** rather than reporting on all data?
  - **Do you have any problems with Google's limit** of 25 months on guaranteed retention of your data?
  - **Do you have any issues with your data residing in a non-government data center?** Are you sure (in this context) there is no PII in your web metrics data? What do people search for on your site (names? SSN's?).
  - Instructions for **setting GA "persistent" cookies to expire in zero seconds** (rendering them into session cookies). No guidance from OMB on whether this meets current policy. One or two agencies have implemented GA with this adjustment.
  - Would **Urchin** (commercial, locally hosted version of GA) meet your needs if there are problems with the above issues?
3. National Cancer Institute is currently implementing (hosted) Ominture; Sue **Feldman** is leading the project
4. Reminded attendees of Metrics Sub-council Forum on [forum.webcontent.gov](http://forum.webcontent.gov) and of the Metrics listserv (Contact [tim.evans@ssa.gov](mailto:tim.evans@ssa.gov) to be added).
5. GSA has posted GS-14 Web Analytics Manager and Search Experts jobs on [usajobs.gov](http://usajobs.gov)